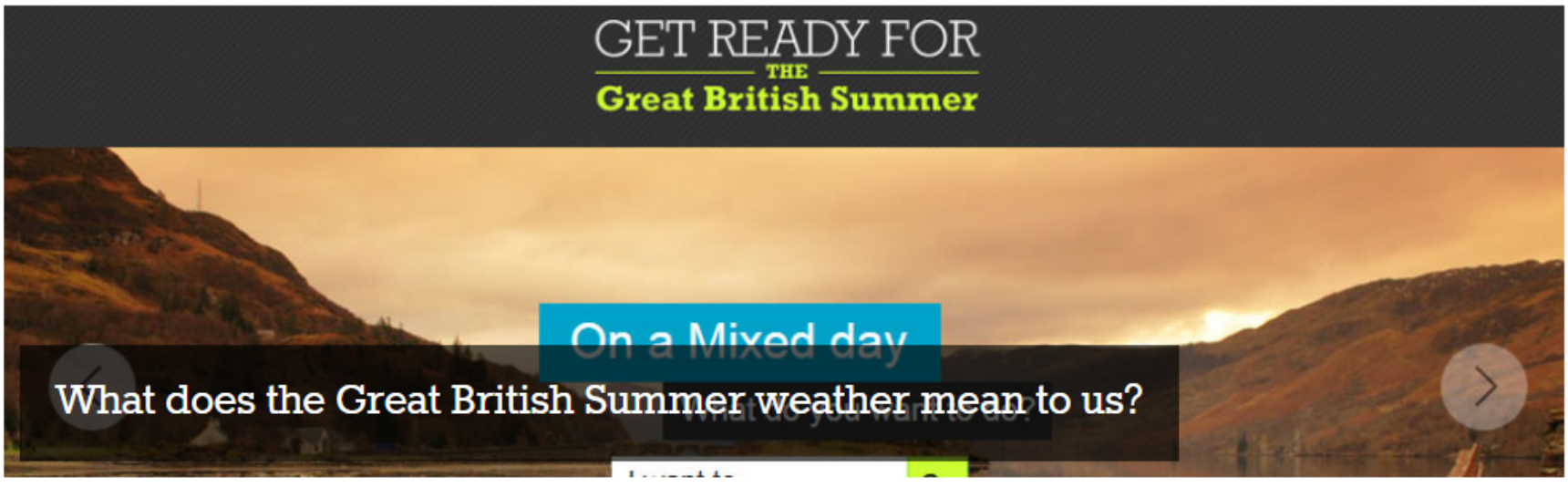

2 August 2013 - With school holidays underway across the UK, the Met Office has discovered some interesting insights into what we all love to get up to in a Great British Summer.

Eight out of ten Brits check the weather forecast before planning a summer activity.

We enjoy activities which include entertaining friends outside (10%), heading to the beach (9%), going to a festival (4%) or even just relaxing in the garden (23%). with women (26%) happier to relax in the back garden, compared to men (19%).

Here are some other interesting insights around our summer behaviour:

- 82% of women change their wardrobe but only 64% of men choose different clothes
- 40% of us watch less telly
- If it rains it's women (54%) rather than men (43%) who would opt for indoor-based activities in place of a planned summer activity, rather than risk getting wet (21% nationally) or cancelling altogether (16%)
- More than half (54%) the women surveyed said they change their diets when summer arrives but just 36 % of men say they eat differently.

So, in conclusion, love it or hate it, the Great British Summer does have an impact on the way we behave. Yet it would appear whatever the weather we have learned to make the most of it!

As the holidays get underway, many people will be looking for things to do, places to explore and entertainment ideas.

The Met Office's Get Ready for the Great British Summer website has a variety of ideas for making the most of your summer. The dedicated pages focus on leisure and how to enjoy the weather safely, allowing users to select their desired activity and weather type.

Whether you want to relax, entertain, explore or be active the site offers a diverse mix of activities to help you make the most of the summer. The site is collaborative effort between the Met Office and its partners including VisitEngland , RNLI , Cancer Research UK , the Forestry Commission , Vue Cinemas and River Cottage .

An interactive blog and social media sharing options allows users the opportunity to share their summer experiences and photos using #loveukweather.

James Berresford, VisitEngland's Chief Executive said: "The hot and sunny weather at the start of the summer has been fantastic for tourism in England with UK operators reporting a great boost in last minute bookings. Confidence from accommodation providers and attractions is high for the period until the end of the school summer holidays. We know the appetite to holiday at home is strong and we have so many world class indoor attractions that will keep the kids entertained whatever the weather. We are delighted to support the Get Ready for the Great British Summer campaign which will help inspire the population to get out and enjoy England this summer. "

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